

What is claimed is:

- 1 1. An application execution system, comprising:  
2 a position monitoring module;  
3 a mobile element associated with a position capable of being monitored by  
4 the position monitoring module, the mobile element having a memory including a  
5 set of user service preferences including a first service preference;  
6 a service broadcaster capable of being communicatively coupled to the  
7 mobile element and broadcasting a second service preference to the mobile element;  
8 and  
9 a comparator module communicatively coupled to the mobile element to  
10 compare the first and second service preferences.
- 1 2. The application execution system of claim 1, wherein the position  
2 monitoring module includes a software program.
- 1 3. The application execution system of claim 1, wherein the comparator  
2 module resides in the service broadcaster.
- 1 4. The application execution system of claim 1, further comprising:  
2 a global positioning system receiver communicatively coupled to the position  
3 monitoring module.
- 1 5. The application execution system of claim 1, wherein the mobile element  
2 includes a memory, and wherein the service broadcaster includes an application  
3 associated with the second service preference.
- 1 6. The application execution system of claim 5, wherein the application is  
2 downloaded to the memory when the first and second service preferences are  
3 determined to be related by the comparator module.

1 7. The application execution system of claim 6; wherein the mobile element is  
2 a personal internet client.

1 8. The application execution system of claim 1, wherein the mobile element is  
2 a cellular telephone.

1 9. The application execution system of claim 1, wherein the second service  
2 preference is a hotel list file.

1 10. The application execution system of claim 1, wherein a plurality of list files  
2 related to the set of user preferences is broadcast to the mobile element.

1 11. The application execution system of claim 10, wherein the plurality of list  
2 files is formatted as a selection list.

1 12. The application execution system of claim 11, wherein the selection list  
2 includes a selected number of items determined by the position.

1 13. A mobile element, comprising:  
2 a position monitoring module capable of monitoring a position associated  
3 with the mobile element;  
4 a first memory including a first service preference, the memory capable of  
5 receiving a second service preference determined by the position; and  
6 a comparator module communicatively coupled to the memory to compare the first  
7 and second service preferences.

1 14. The mobile element of claim 13, further comprising:  
2 a global positioning system receiver communicatively coupled to the position  
3 monitoring module.

1 15. The mobile element of claim 13, wherein the service broadcaster includes an  
2 application associated with the second service preference, and wherein the  
3 application is downloaded to the memory when the first and second service  
4 preferences are determined to be related by the comparator module.

1 16. A apparatus, comprising:  
2 a processor;  
3 a memory coupled to the processor for receiving a position and a first  
4 service preference associated with a mobile element;  
5 a memory coupled to the processor including a a second service preference  
6 associated with the position; and  
7 an application associated with the second service preference.

1 17. The apparatus of claim 16, wherein the application is downloaded to the  
2 mobile element when the second service preference is related to a first service  
3 preference stored in the mobile element.

1 18. The apparatus of claim 16, further comprising:  
2 a memory for receiving a set of capabilities associated with the mobile  
3 element.

1 19. The apparatus of claim 18, wherein the application is not downloaded to the  
2 mobile element if the set of capabilities associated with the mobile element is not in  
3 accordance with a set of application requirements associated with the application.

1 20. A method of executing an application, comprising:  
2 determining a position of a mobile element; and

3 selecting a second service preference associated with the application  
4 according to the position and a first service preference retained in the mobile  
5 element.

1 21. The method of claim 20, further including:  
2 broadcasting the second service preference to the mobile element;  
3 requesting broadcast of the application; and  
broadcasting the application to the mobile element for downloading and  
execution by the mobile element.

1 22. The method of claim 20, further including:  
2 storing the first service preference in the mobile element.

1 23. The method of claim 20, further including:  
2 sending a set of capabilities associated with the mobile element to a service  
3 broadcaster; and  
4 refraining from broadcasting the application to the mobile element if the set  
5 of capabilities associated with the mobile element is not in accordance with a set of  
6 application requirements associated with the application.

1 24. The method of claim 20, wherein the second service preference is a hotel list  
2 file.

1 25. A computer readable medium having program instructions stored thereon for  
2 implementing, when executed by a digital processing device, a method for  
3 executing an application, said method comprising:  
4 determining a position of a mobile element; and  
5 selecting a second service preference associated with the application  
6 according to the position and a first service preference retained in the mobile  
7 element.

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1 26. The computer readable medium of claim 25, wherein the method further  
2 comprises:

3 broadcasting the second service preference to the mobile element;  
4 requesting broadcast of the application; and  
5 broadcasting the application to the mobile element for downloading and  
6 execution by the mobile element.

1 27. The computer readable medium of claim 25, wherein the method further  
2 comprises:

3 sending a set of capabilities associated with the mobile element to a service  
4 broadcaster; and  
5 refraining from broadcasting the application to the mobile element if the set  
6 of capabilities associated with the mobile element is not in accordance with a set of  
7 application requirements associated with the application.